

IN THE CLAIMS

Please amend the claims as follows:

1-97. (Cancelled)

98. (Currently Amended) A method of interactive advertising and promotion, the method comprising:

providing a hand-held device comprising a receiver, the receiver disposed on the hand-held device for receiving auxiliary data from a display device; a plurality of sequenced LEDs for providing a visual indication of a promotional opportunity available to the user of the hand-held device ~~at redemption~~; and a central processing unit operatively associated with the plurality of sequenced LEDs and disposed on the hand-held device;

aiming the handheld device at an image display device;

transmitting auxiliary data to the hand-held device from the display device, the auxiliary data being associated with the promotional opportunity of a sponsor;

receiving the auxiliary data directly from video signals from the display device on the hand-held device;

comparing the auxiliary data against prestored data on the hand-held device to determine whether a data match was identified;

enabling a prestored promotional opportunity within read only memory of the handheld device;

successively illuminating an LED of the plurality of sequenced LEDs when the data match was identified to provide the visual indication of the promotional opportunity available to the user of the hand-held device ~~at redemption~~, wherein the promotional opportunity available at redemption is determined based on the illumination of the plurality of sequenced LEDs; and

connecting the handheld device to a computer-compatible interface to utilize the promotional opportunity.

99. (Previously Presented) The method of claim 98 wherein the hand-held device resembles a snap-shot camera.

100-107. (Cancelled)

108. (Previously Presented) The method of claim 98, wherein the auxiliary data is subliminally modulated within an active portion of the video signals a video signal presented on the display device.

109-165. (Cancelled)

166. (New) The method of claim 108, wherein successively illuminating the LED display includes scrolling through display data.

167. (New) The method of claim 108, wherein aiming the handheld device at an image display device includes viewing an image on the image display device through a viewfinder extending through the handheld device and aligning aperture with the image.

168. (New) The method of claim 167, wherein receiving the auxiliary data includes allowing light to enter the aperture and striking a photodetector.

169. (New) The method of claim 168, wherein connecting the handheld device to a computer-compatible interface includes inserting the handheld device into a computer-interface slot for connection to a computer network.

170. (New) The method of claim 169, wherein connecting the handheld device to a computer-compatible interface includes accessing data relating to the image display via the Internet.

171. (New) A method, comprising:

aiming a handheld device containing prestored promotional opportunities at an image display device;

receiving substantially-invisible, video-encoded auxiliary data directly from an image display device in the hand-held device;

comparing the auxiliary data against prestored data in the hand-held device to determine whether a data match was identified;

based on the comparing step, selectively enabling a prestored promotional opportunity within read only memory of the handheld device;

successively illuminating a light emitting device of a plurality of sequenced light emitting device when the data match is identified to provide the visual indication of the promotional opportunity enable by the hand-held device; and

connecting the handheld device to a computer-compatible interface to utilize the promotional opportunity via a computer network.

172. (New) The method of claim 171, wherein receiving the auxiliary data includes allowing light to enter the aperture and striking a photodetector and discriminating the auxiliary data from the light emitted by the image display device.

173. (New) The method of claim 171, further comprising enabling the handheld device with a scannable door lock display.

174. (New) The method of claim 171, wherein selectively enabling a prestored promotional opportunity within read only memory of the handheld device includes storing award points based on received auxiliary data.